

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2016

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

**Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.**

**Please indicate the type of funding you are requesting:**

**XProject Grant**

Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

**Promotional or Community Event Grant  
(maximum \$15,000)**

Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

**Promotional and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

# APPLICATION

## ORGANIZATION INFORMATION

Name: The Heritage Guild of Collin County

Federal Tax I.D.: 75-1602150

Incorporation Date: 1973

Mailing Address: P.O. Box 583

City McKinney

ST: TX

Zip: 75070

Phone: 972-562-8790

Fax: 972-562-8790

Email: director@chestnutsquare.org

Website: www.chestnutsquare.org

### Check One:

Nonprofit – 501(c) Attach a copy of IRS Determination Letter

Governmental entity

For profit corporation

Other

Professional affiliations and organizations to which your organization belongs: Go Texan (Tx Dept of Ag), Association of Living History, Center for Non-Profit Management, Texas Assoc of Museums, Collin County Historical Commission, McKinney Chamber of Commerce

## REPRESENTATIVE COMPLETING APPLICATION:

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: PO Box 583

City: McKinney

ST: TX

Zip: 75069

Phone: 972-562-8790

Fax:

Email: director@chestnutsquare.org

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Jaymie Pedigo

Title: Executive Director

Mailing Address: PO Box 583

City: McKinney

ST: TX

Zip: 75069

Phone: 972-562-8790

Fax:

Email: director@chestnutsquare.org

**FUNDING**

Total amount requested: \$62,000

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: 2/2016

Completion Date: 06/2016

**BOARD OF DIRECTORS** *(may be included as an attachment)*

**Hamilton Doak, Chair**

**Stella Stevens, Vice Chair**

**Rick Scauzillo, Treasurer**

**Kathy Moore**

**Carol Ownby**

**Mack Hill**

**LEADERSHIP STAFF** *(may be included as an attachment)*

**Jaymie Pedigo, E.D.**

**Alice Yeager, Bookkeeping, Membership Manager**

**Leisha Phipps, Curation**

**LaDonna Doyle, Education**

**Sherri Murphy, Education Marketing Coordinator**

**Kim Ducote, Facilities Sales & Coordinator**

**Mary Lee Homan, Farmers Market Manager**

## **Using the outline below, provide a written narrative no longer than 7 pages in length:**

### **I. Applying Organization**

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotion/Community Event for which funds are requested.

The Heritage Guild was organized 42 years ago and is home to Chestnut Square Historic Village. Chestnut Square has grown from two houses in 1973 to six houses, a general store, an historic chapel, a replica school house, and a Visitors Center. The nine historic buildings span the time period from 1854-1930, and encompass 2.5 acres on two city blocks just off the McKinney Square. Our mission, revised in 2013, is to celebrate community, preserve history, and inspire the future.

Chestnut Square Historic Village is open to the public six days a week, with guided tours of the homes provided on Thursdays at 11:00 a.m. and Saturdays at 9:00 a.m. & 11:00 a.m. Group tours may be scheduled Tuesday through Saturday by reservation. Trolley tours of McKinney's Historic District area available the 2<sup>nd</sup> Saturday of each month, beginning and ending at Chestnut Square, and showcasing the history of McKinney and the architecture in the Historic District. New to the tour roster is a Munzee audio option. Developed with and donated by the staff at Munzee, it allows visitors to Chestnut Square a fun learning experience any day, any time!

Events such as the Historic McKinney Farmers Market, the Killis Melton Ice Cream Crank-Off, The Legends of McKinney Ghost Walk and the Holiday Tour of Homes bring people to McKinney to shop, eat and stay at our local hotels and bed and breakfasts. The Historic McKinney Farmers Market at Chestnut Square was voted the #2 farmers market in Texas in 2015. The Heritage Guild of Collin County is the proud home of Doc & Clyde's Ice Cream Freezer Museum, part of McKinney's heritage, and recognized as the largest ice cream freezer exhibit in the world. Chestnut Square is a significant ingredient in the quality of life for the citizens of Collin County and a tremendous draw for tourists.

Chestnut Square brings "Collin County history to life" through school tours, onsite and off. All structures are open to the public and educational programs are held around an historic theme. Members of the Living History Group, an organization created to support education at Chestnut Square, dress up and provide demonstrations throughout the village. Offsite presentations help reach groups who are unable to visit the property. During the summer, Prairie Adventure Camp is offered for children ages 6-12. The camp has drawn children from Oklahoma, Louisiana, Houston and Austin. This year, the education department also offers "Farm Days" in April and will continue with "Pumpkin Patch" in October, for Pre-K groups.

Every Saturday morning, April through November, Chestnut Square hosts the Historic McKinney Farmers Market, now in its eighth year. More than 50 vendors participate each week offering locally grown and raised produce, meat, eggs & specialty foods. The market often hosts 1,500 people. In 2009, The Heritage Guild of Collin County opened a satellite Farmers Market at Adriatica on Thursdays from 3:00 – 7:00 p.m. This market is smaller with 10-12 vendors and 300+ visitors each week. In 2015, HGCC joined forces with the McKinney Art Studio Tour, to offer Art in the Garden, proving to be a successful venue for local artists. In April 2016, the Tour de Coop, McKinney's Chicken Coop Tour, will become a special offering of the Farmers Market.

The 1908 Foote Baptist Church, now the Chapel at Chestnut Square, can accommodate up to 200 guests for an intimate, historically charming wedding service. The grounds and the Bevel Reception House (circa: 1930) can host over 150 for wedding receptions. In 2014, 85 weddings and 86 special events (private teas, showers, etc) were held at

Chestnut Square. In 2015 to date, 110 weddings are currently booked or have been executed. Wedding and event revenues are the single largest source of revenues, making up over 1/3 of HHCC's income.

The programs of the Heritage Guild of Collin County and the attractions of Chestnut Square host over 50,000 visitors annually, where "we bring history to life!"

Currently, the staff consists of an Executive Director; Bookkeeper, Volunteer & Membership Manager; Wedding and Events Sales Manager; part-time curator; 2 part-time education staff; and a part-time Farmers Market manager. All programs are supported by volunteers, who contribute nearly 10,000 hours each year.

## **II. Project or Promotion/Community Event (whichever is applicable)**

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.

It is important that we get this work done before we are sold out every weekend. The pergola is a 2 week project, and so it is imperative that we get it done before May, or it will be November before we can schedule it, and we will have lost November & December revenues at that point.

- Detail goals for growth/expansion in future years.

### **Bevel Reception House - \$17,000**

The Bevel Reception House is an arts and crafts bungalow built in the 1920s. Located on its original site, The Heritage Guild of Collin County purchased the house in 2004, removed the interior walls, added public restrooms and a catering kitchen and turned it into a reception facility. This facility, along with the Chapel provides rental income from weddings and other events to help sustain Chestnut Square and programs offered.

The Bevel House is used more than 100 times a year for wedding receptions and various events, and proceeds from this revenue stream will bring in approximately \$200,000 this year, nearly ½ of HGCC's income.

Funding for upgrades to the bathrooms was requested in a previous funding cycle, however, both the bathroom and proposed kitchen upgrades were more costly than anticipated, and the kitchen was chosen as the more important project. The bathrooms remain in need of updating and upgrading.

Exterior paint is also necessary for the Bevel House. In some places the bare siding is exposed due to peeling. According to the painters who have bid for this project, the proper preparation techniques were not used by the last contractor who painted this structure.

### **Chapel at Chestnut Square Improvements - \$20,000**

The Chapel at Chestnut Square, originally the Foote Baptist Church, was moved to Chestnut Square in 1994 and dedicated in 1996. Originally built in 1908, the traditional white clapboard Chapel is a favorite with brides from throughout North Texas and beyond. In 2015, 89 weddings were held at Chestnut Square. Currently, 87 weddings are scheduled in 2016.

As with the Bevel House, the Chapel was not previously stripped and re-painted appropriately. The bids we have procured include stripping the existing paint, replacing rotted wood and appropriately priming and re-painting. Two doors need to be replaced as well.

Project plans also include new carpeting. Combined with the other internal renovations that we were able to do so far this year, refurbishing the pews and interior painting, these improvements will allow it to remain a desirable a wedding venue.

**Pavilion Improvements – \$25,000**

Winterizing the pergola between the Chapel, Bevel House and wedding gardens is the only way to grow the wedding business. With 87 weddings booked for 2016, it is clear we are hosting more than one event per week. Even so, we have all of February free, much of March, some April dates, some December, and most of November. Counting Friday, Saturday and Sunday as potential booking dates, our estimated lost revenue is approximately \$101,000.

Plans to winterize the Pavilion include installing a fully decked and shingled composite roof, as well as clear plastic side enclosures on a track system that will slide back when not in use.

These three projects are of utmost importance to maintain and grow a major source of income to HGCC. Additionally, a successful year in HGCC’s wedding business is a successful year for our partners in the industry; restaurants, hotels, florists, photographers, salons, decorators, etc.

**Project Grants – please complete the section below:**

- An expansion/improvement?                     Yes                     No
- A replacement/repair?                         Yes                     No
- A multi-phase project?                         Yes                     No
- A new project?                                     Yes                     No

**Has a feasibility study or market analysis been completed for this proposed project?** *If so, please attach a copy of the Executive Summary.*

**Provide specific information to illustrate how this Project/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney

- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

**Indicate which goal(s) listed above will be supported by the proposed Project/Promotion/Event:**

Several of MCDC’s goals are supported by Chestnut Square as a tourist attraction, and as a wedding venue, bringing visitors to McKinney as well as business to our partners in the wedding industry. The new Sheraton has informed us that they have already hosted several of our wedding parties/guests.

**Has a request for funding, for this Project/Promotion/Community Event, been submitted to MCDC in the past?**

X  Yes                       No

**III. Financial**

- Provide an overview of the organization’s financial status including the impact of this grant request on organization mission and goals.

Winterizing the pergola between the Chapel, Bevel House and wedding gardens is the only way to grow the wedding business. With 87 weddings booked for 2016, it is clear we are hosting more than one event per week. Even so, we have all of February free, much of March, some April dates, some December, and most of November. Counting Friday, Saturday and Sunday as potential booking dates, our estimated lost revenue is approximately \$101,000. Lost wedding revenue is also a loss at area hotels, and ancillary businesses such as florists, restaurants/caterers, salons and the like.

- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

**What is the estimated total cost for this Project/Promotion/Community Event?**

**\$62,000**

**(Include a budget for the proposed Project/Promotion/Community Event.)**

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant?**

All of the bids submitted include a minimum 10% discount (some are itemized, some are not). We expect to fund any cost overruns.

**Are Matching Funds available?**     Yes    X  No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

**Are other sources of funding available?** *If so, please list source and amount.*

There are no other sources for capital improvements. We are seeking other funding for repairs to buildings that need structural or architectural maintenance.

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *If so, please list entity, date of request and amount requested.*

#### **IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization, for the Project/Promotion/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

We advertising monthly on Wedding Wire, the #1 source of our referrals. We will use this vehicle to publicize the improvements, as well as on the website, Facebook and so forth. Perhaps traditional media sources as well, between events, and a press release to all of our local PR partners. With our Google Ads grant, the traffic to our website has increased, resulting in more prospective bride visits. Clearly, the 46% increase in sales between 2014 & 2015 indicate 2 things – more sales leads and the fact that we could be sold out every weekend if we had a winter friendly facility. Our conversion rate (leads – sales) has already increased with the improvements we made last year with CDC funding. Increasing this revenue stream will allow us to be more proactive with continued maintenance of our other buildings, thereby minimizing preventable damage and major repairs.

#### **V. Metrics to Evaluate Success**

Outline the metrics that will be used to evaluate success of the proposed Project/Promotion/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Bookings for weddings during inclement weather months, for guest counts that exceed our current indoor capacity, will prove the success!

### **Acknowledgements**

***If funding is approved by the MCDC board of directors, Applicant will assure:***

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final



20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.

- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120<sup>th</sup> day after the date the MCDC notifies the applicant of the violation.

**We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

**Chief Executive Officer**

**Representative Completing Application**



\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Jaymie Pedigo  
Printed Name

Jaymie Pedigo  
Printed Name

1/29/16  
Date

1/29/16  
Date

***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.***

## CHECKLIST:

### Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

### Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

***A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.***

***FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.***

***PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.***



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotion/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotion/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)